2020 Plan Update

Citywide Implementation Plan (2015-2019)

Presentation By:

Community & Economic Development Department

Week of October 20-24, 2014



Presentation Overview

- Plan Update purpose
- Process & timeline
- Recommended Strategies for 2015-2019



Purpose



Plan Update Purpose

- Planning is Ongoing
- Evaluate the existing Comprehensive Plan
 - Affirm/adjust vision
 - Affirm/adjust strategies
- Align the Comprehensive Plan with other City of Rockford planning efforts



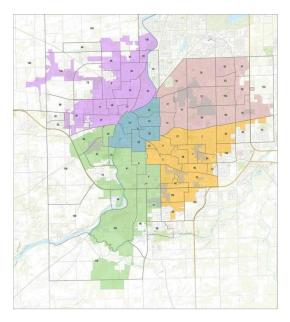
Implementation Planning

Citywide Comprehensive Plan

Citywide Implementation Plan

20-30 year Outlook

5-Year Planning

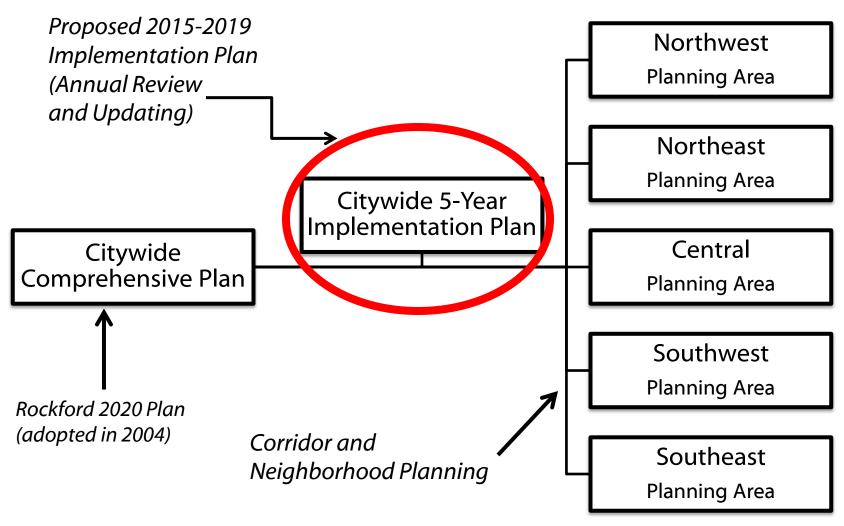


Implementation Planning:

- Focuses the Comprehensive Plan's broad recommendations more specifically and geographically.
- Synchronized with Consolidated Plan & Capital Improvement Program

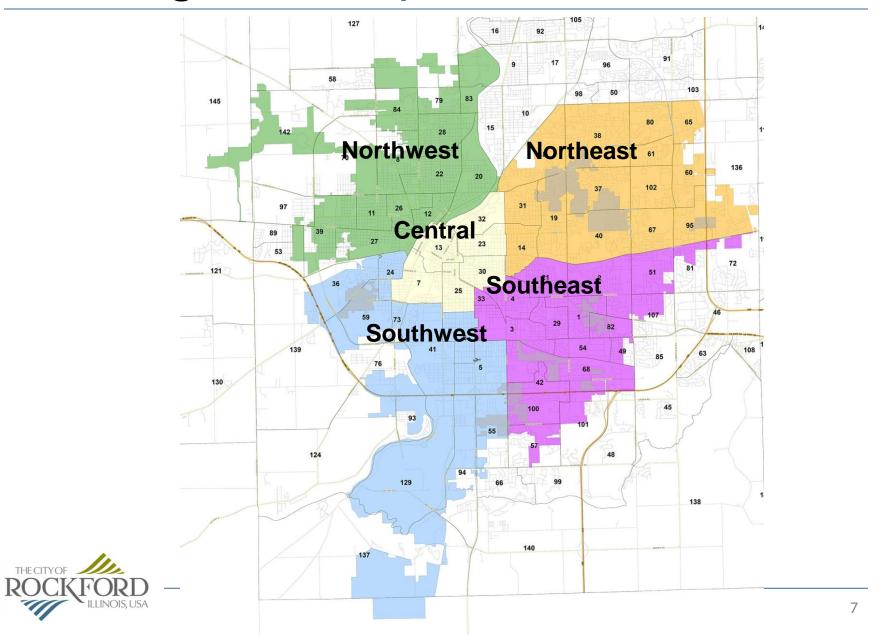


Citywide Implementation Plan





Planning Areas Map



Process & Timeline



CITY OF ROCKFORD

CITY COUNCIL
Planning &
Development
Committee

COMMUNITY

Strategy Review & Alignment Work Groups

Public Input Sessions

PLAN UPDATE STEERING COMMITTEE

Community & Economic Development

Public Works

Human Services

Rockford Metropolitan
Agency for Planning (RMAP)



Plan Update Process & Timeline

Phase 1

Evaluate and Review Existing Comprehensive Plan

Phase 2

Develop new 5-Year Implementation Plan

Phase 3

Plan Implementati on

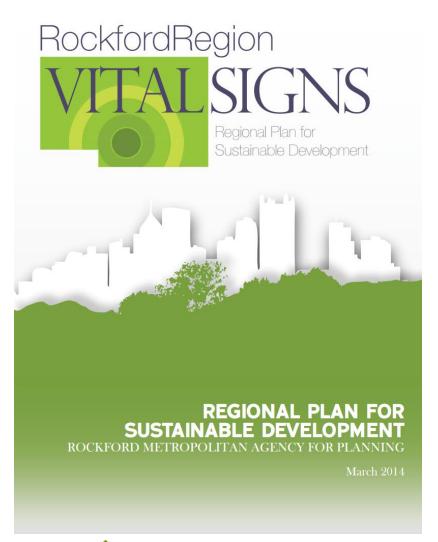
- ✓ Planning
 Development
 Committee &
 Staff Review
- ✓ Recommend approach to updating and implementing the 2020 Plan goals an strategies
- ✓ Assessment of all approved planning documents and amendments since 2004
- ✓ Establish 2020
 Plan Steering
 Committee
- ✓ Vision & Strategy
 Assessment
 Matrix with
 Regional
 Planning
 Documents

- ✓ EstablishStrategy WorkGroups
- ✓ Present recommendation s to Steering Committee
- Community Inputat theneighborhoodlevel

- ☐ Implementation indicators /metrics
- DashboardDevelopment
- PrioritizeStrategizes
- Resource Requirements
- Annual progress review/report to Council



Analysis Framework









Energy



Built Environment



Housing



Biodiversity



Education



Waste



Civic Vitality



Health



Culture



Land



Water



Economic Development



Technology



Food



Safety



Priorities Alignment Work Groups





Alignment

- Evaluated seven (7) local/regional plans:
 - Consolidated Plan/Annual Action Plan (City of Rockford)
 - Strategic Development Framework (Rockford Park District)
 - 2030 Land Resource Management Plan (Winnebago County)
 - 2010-2015 Comprehensive Economic Development Strategy (RREDD)
 - Rockford Region Strategic Diversification Plan (RAEDC)
 - Regional Plan for Sustainable Development (RMAP)
 - 2040 Long Range Transportation Plan (RMAP)



Proposed Document Components

Citywide Implementation Plan (2015-2019)

- Goals & Principles Primary Outcome
- Strategies Approach to achieving the goal
 - Action measurable step to achieve the strategies
 - Tactics the method to pursue an Action associated with a strategy (i.e., codes, regulations, public funding/incentives)
 - Timeline & Resource Identification Milestone Dates, Lead Agency/Partners, and recommended funding source





= Current Step in the Update Process

Recommended Strategies for 2015-2019



Social

Housing & Culture Health Safety Civic Vitality Food Neighborhoods Safe Community Housing Stock & Availability Access & **Awareness** Collaboration **Availability** Cultural and Program **Participation** and Access to Vibrancy **Healthy Foods** Support Preserving **Improving** and Health Improving Prevention & Outcomes Neighborhoods Reporting



Example Recommended Strategies

Housing Stock & Availability

- 1.1 Stabilize and upgrade existing housing stock by rehabilitation or demolition.
- 1.9 Stabilize and upgrade existing neighborhood commercial centers and corridors.

Access to Health Foods

- **6.1** Provide convenient access to healthy food for all residents.
- 6.2 Support and expand the location of weekday and weekend farmer's markets.
- 6.3 Identify City-owned properties suitable for urban agriculture and community gardens.



Environmental

Land

Land Management

Infill and New Development Water

Water Supply and Infrastructure

Watershed/ Waterway Planning & Protection

Site Development Standards Biodiversity

Preservation and Restoration

Built Environment

> Parks and Open Space

Walkable Neighborhoods & Corridors

Public Facilities

Redevelopment

Waste

Recycling

Waste Management



Example Recommended Strategies

Land Management

- 7.1 Reduce surplus City-owned land and structures and return publically owned vacant parcels to taxable status.
 - **7.2** Promote targeted infill development in all Planning Areas.

• 10.9 Continue assessment, remediation and redevelopment of brownfield sites.

- **10.10** Consolidate smaller parcels of land where feasible to promote redevelopment.
- **10.11** Leverage public sector infrastructure development for private investment in stable and declining Planning Areas.
- **10.12** Incentivize development in Planning Areas where investment is stagnant or declining.

Parks and Open Space



Economic

Transportation

Infrastructure Network Improvements

Multiple Transit Options

Complete Streets

Education

Pre-K through 12th Grade

Post Secondary

Economic Development

Site Readiness

Business Development and Growth

> Workforce Development

Historic Preservation and Redevelopment Technology

Telecommunication

and Broadband

Business

Energy

Sources

Delivery



Example Recommended Strategies

Complete Streets

- 12.6 Improve pedestrian connections and safety across major right-of-ways.
- 12.8 Maintain and expand on and off-street networks servicing pedestrians and bicyclists.
- 12.9 Collaborate with the Rockford Public Schools to improve pedestrian access between schools and neighborhoods.
- 14.1 Reposition former industrial sites and areas for new users.
- 14. 6 Attract more essential services (i.e., including but not limited to groceries, laundry and dry cleaning facilities, and pharmacies) to currently underserved Planning Areas.
- 14.9 Align local startup and expansion capital to encourage and accelerate entrepreneurial growth.

Site Readiness



Next Steps

- Steering Committee will review your feedback on the strategies and adjust strategies as needed
- Develop Draft Implementation Plan
 - Goals, Strategies, Action, Tactics, Timeline and Resources
- Submit Implementation Plan for Council Approval – January 2015



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Comments/Questions?

